

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM321611

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Talamar Brands		10/24/2014	LIMITED LIABILITY COMPANY: VIRGINIA
RECEIVING PARTY DATA			
Name:	Lumi Company		
Street Address:	1822 Broadway Street		
City:	Charlottesville		
State/Country:	VIRGINIA		
Postal Code:	22902		
Entity Type:	LIMITED LIABILITY COMPANY: VIRGINIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4462124	LOVE U MEAN IT	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	304-285-2509		
Email:	cwise@bowlesrice.com, wcross@bowlesrice.com		
Correspondent Name:	Charles C. Wise III		
Address Line 1:	7000 Hampton Center		
Address Line 4:	Morgantown, WEST VIRGINIA 26505		
ATTORNEY DOCKET NUMBER:	L2171.00006		
NAME OF SUBMITTER:	Charles C. Wise III		
SIGNATURE:	/Charles C. Wise III/		
DATE SIGNED:	10/30/2014		
Total Attachments: 1			
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CH \$40.00 4462124

Assignment of Trademark

WHEREAS, Talamar Brands, LLC, a Virginia limited liability company, having its principal place of business at 616 Evergreen Avenue, Charlottesville, Virginia 22902 (hereinafter "Assignor") has used the trademark "Love U Mean It" (hereinafter the "Mark"), registered in the United States Patent and Trademark Office in connection with the following goods and/or services: Vegetable-fruit juices, Trademark No. 4462124, registered on January 7, 2014; and

WHEREAS, Lumi Company, LLC, a Virginia limited liability company, having its principal place of business at 1822 Broadway Street, Charlottesville, Virginia 22902 (hereinafter "Assignee"), is desirous of acquiring any and all rights that Assignor may have in and to the said Mark and the registration therefor, together with the goodwill of the business in connection with which the said Mark is used and which is symbolized by the said Mark, along with the right to recover for damages and profits for past infringements thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, set over, sell, convey and transfer unto Assignee all right, title and interest in and to the said Mark and the registration therefor for the United States and throughout the rest of the world together with the goodwill of the business in connection with which the said Mark is used and which is symbolized by the said Mark.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the said Mark in the Assignee and/or to provide evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

TALAMAR BRANDS, LLC, a Virginia corporation,

By:

Name:

Title:

K.C. Lichtendahl Jr.
Kenneth C. Lichtendahl Jr.
Managing Member

Dated effective as of: 10/24/2014

STATE OF Virginia)
) ss.
COUNTY OF Greene)

On Oct 24, 2014, before me, Karen Marshall,
the undersigned, a Notary Public in and for said State, personally appeared
Kenneth C. Lichtendahl, Jr.,
personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose
name is/are subscribed to the within instrument and acknowledged that he/she/they executed the same.

WITNESS my hand and official seal.

Karen Marshall
Signature

[SEAL]

TRADEMARK

RECORDED: 10/30/2014

REEL: 005390 FRAME: 0719